Paulina Chabrand Aguilera

UX Researcher & Designer | E-commerce Conversion, A/B Testing & Bilingual Content

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SUMMARY

- UX designer and researcher with 10+ years in web and mobile products and deep e-commerce experience: E-commerce Manager at TonyMoly Mexico (Korean beauty) and Holistik, online stores for 26 brands, and now the UX redesign of a major US door hardware e-commerce site with 40+ brands.
- Conversion-focused: uses funnel analysis, A/B and multivariate testing and usability research to find where users drop off and fix it; grew TonyMoly Mexico's e-commerce sales 250%.
- Quantitative and qualitative research (interviews, usability tests, surveys, card sorting, behavioral analytics) turned into clear recommendations for product, growth and design teams.
- Bilingual in English and Spanish, with experience in both the US and Mexican markets: e-commerce, email campaigns and marketplaces in Mexico, and products and sites for US clients.
- Works in Figma every day with US-based product and design teams; Business Administration degree and Product Management certification.
- AI-assisted workflow with Claude, ChatGPT, Perplexity and Figma AI for research synthesis, with human validation of every output.

SKILLS

- **Research:** quantitative and qualitative research, user interviews, usability testing, surveys, card sorting, funnel and behavioral analytics, site and usability audits, synthesis and recommendations
- **Conversion & growth:** funnel optimization, experiment design, A/B and multivariate testing, conversion optimization, email and abandoned-cart flows, UX metrics
- **Content & design:** Spanish and English copywriting, email campaigns, content strategy, copy review in Figma, information architecture, wireframing, prototyping, design systems, accessibility
- **Industries:** e-commerce, beauty, retail, healthcare, nutrition, finance, SaaS
- **Tools:** Figma, Figma AI, Shopify, WordPress, Wix, Zoho, Sketch, Adobe XD, Canva, Claude, ChatGPT, Perplexity

EXPERIENCE

UX Designer — UX Team (UX design agency), Remote, USA · May 2022 – Present

- Driving the UX redesign of a major US door hardware e-commerce site that sells 40+ brands.
- Designed 11 SaaS, web and mobile products in healthcare, nutrition, finance, energy, AI and productivity as part of the UX team, for clients including Nestlé, Morgan Stanley and Gerber.
- Conduct user interviews, usability tests and card sorting at each project stage to find pain points and validate concepts before development.
- Analyze behavioral metrics, A/B and multivariate test results to find conversion blockers and prioritize usability improvements.
- Create wireframes and low- and high-fidelity prototypes in Figma, and partner with product managers and developers through design reviews.

UX/UI Designer & Web Developer — Chabrand Designs (design studio), Mexico & USA · Mar 2020 – Mar 2024

- Designed and built websites and online stores for 26 brands on Shopify, WordPress, Wix and Zoho, for clients in Mexico, the US, Spain and Panama.
- Set up A/B tests and tracked performance metrics to improve e-commerce conversion.
- Interviewed users and ran usability tests to inform navigation and product page redesigns.
- Created brand identity systems and managed social media content, editorial calendars and engagement reporting.

E-commerce Manager — Grupo Eurokor (TonyMoly Mexico, Korean beauty), Mexico City · Apr 2019 – Feb 2020

- Grew e-commerce sales 250% through usability testing, site redesign and a new channel strategy.
- Increased monthly sales from USD 1,500 to USD 5,625 in 6 months by launching email marketing and marketplace channels (Amazon, Privalia, Costco, Sephora), and managed the Amazon and Costco accounts.
- Owned email marketing and wrote the copy for e-commerce and repurchase campaigns.
- Added 200 new customers per month to the database, contributing to 30% growth in online sales.
- Managed inventory and order delivery for online sales.

E-commerce & Hospitality Sales Manager — Holistik, Mexico · Sep 2018 – Apr 2019

- Ran the holistik.com Shopify store: e-commerce campaigns, inventory and order delivery.
- Wrote and ran abandoned-cart email flows that recovered 75% of abandoned carts, lifting sales 40%.
- Launched a subscription program that added 5 subscribers per month and USD 3,000 in sales.
- Sold to food service clients, stores, hotels and restaurants.

Design & Operations Coordinator — Ambit Desarrollos, Mexico City · Jul 2016 – Sep 2018

- Led the design of my first native mobile app, which let citizens report city issues to their state government, from user research to prototypes.
- Coordinated a 10-person cross-functional team delivering digital transformation projects across 5 Mexican states for 5,000+ users.

Functional Nutritionist — Paulina Chabrand Nutrition (private practice), Remote · Aug 2025 – Present

- Guide 20+ women through online consultations and personalized nutrition plans.

SELECTED PROJECT

Founder & Product Designer — Maré, a bilingual health app for women

- Surveyed 96 potential users and synthesized responses with AI-assisted analysis to set product priorities, then designed the app, its design system and its Spanish and English content.

EDUCATION

- **Bachelor's Degree in Business Administration** — Universidad Iberoamericana, Mexico City · 2018
- **Master Product Designer** — DevF · 2023

CERTIFICATIONS

- Product Management Certification — BrainStation · 2024
- Diploma in E-commerce & Digital Business — Universidad Iberoamericana · 2018
- Web Development Bootcamp — DevF · 2020
- UX Ninja Course — DevF · 2019

LANGUAGES

Spanish (native) · English (full professional proficiency) · Portuguese (intermediate, B1)